

FCA Canada Inc. **EXECUTIVE BIOS**

Bigland, Reid

Chairman, President and CEO, FCA Canada Inc
Senior Vice President - U.S. Sales, FCA - North America
Head of Alfa Romeo Brand, FCA - North America
Board of Directors, FCA US LLC

Reid Bigland currently holds three distinct senior management roles. He is Senior Vice President - U.S. Sales, FCA - North America; Chairman, President and CEO, FCA Canada Inc.; and Head of Alfa Romeo Brand, FCA - North America.

Bigland was also appointed to the Board of Directors for FCA US LLC, in June 2014.

Bigland was appointed Chairman, President and CEO of FCA Canada, in July 2006 where he is currently responsible for the Company's entire Canadian commercial operations and legal entity. In June 2011, Bigland was named Senior Vice President - U.S. Sales for FCA - North America responsible for the Company's U.S. Sales Strategy, Dealer Relations, Order Facilitation, Incentives and Field Operations. In addition, he was named Head of Alfa Romeo Brand, FCA - North America in August 2014. Bigland is also a member of the FCA Group Executive Council (GEC). The GEC is the highest management-level decision making body within the FCA organization and is led by the FCA Chief Executive Officer (CEO).

Prior to Bigland's current roles, he was President and CEO of Ram Truck Brand. He also served as President of Freightliner Custom Chassis Corporation, a South Carolina - based company.

Specifically, Bigland's professional experience is as follows:

- 2014 - current, Head of Alfa Romeo Brand, FCA - North America
- 2014 - current, Board of Directors, FCA US LLC
- 2013 - President and CEO, Ram Truck Brand
- 2011 - current, Senior Vice President - U.S. Sales, FCA - North America
- 2011 - current, GEC, Fiat Chrysler Automobiles N.V.
- 2011 - President and CEO, Dodge Brand, FCA US
- 2006 - current, Chairman, President and CEO FCA Canada Inc.
- 2005 - President, Freightliner Custom Chassis Corporation
- 2002 - General Manager Dealer Operations, Freightliner LLC

- 2001 - Director Vocational Sales, Freightliner LLC
- 1999 - Director U.S. Sales, Western Star Trucks
- 1997 - Director Human Resources, Western Star Trucks
- 1988 - Various management positions, Canadian Airlines International

Bigland received a Bachelor of Arts from the University of British Columbia and holds both American and Canadian citizenship.

